

FIG. 1

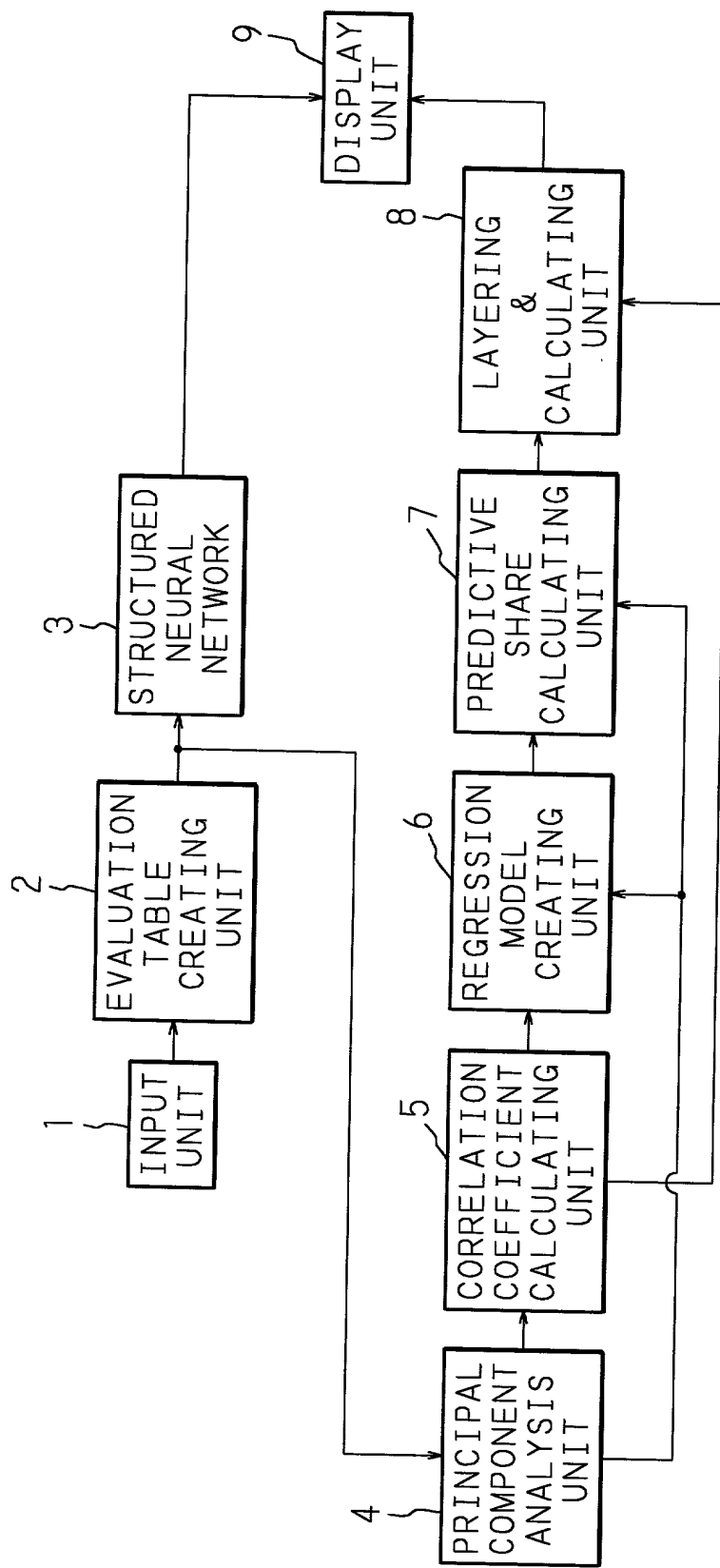


FIG. 2

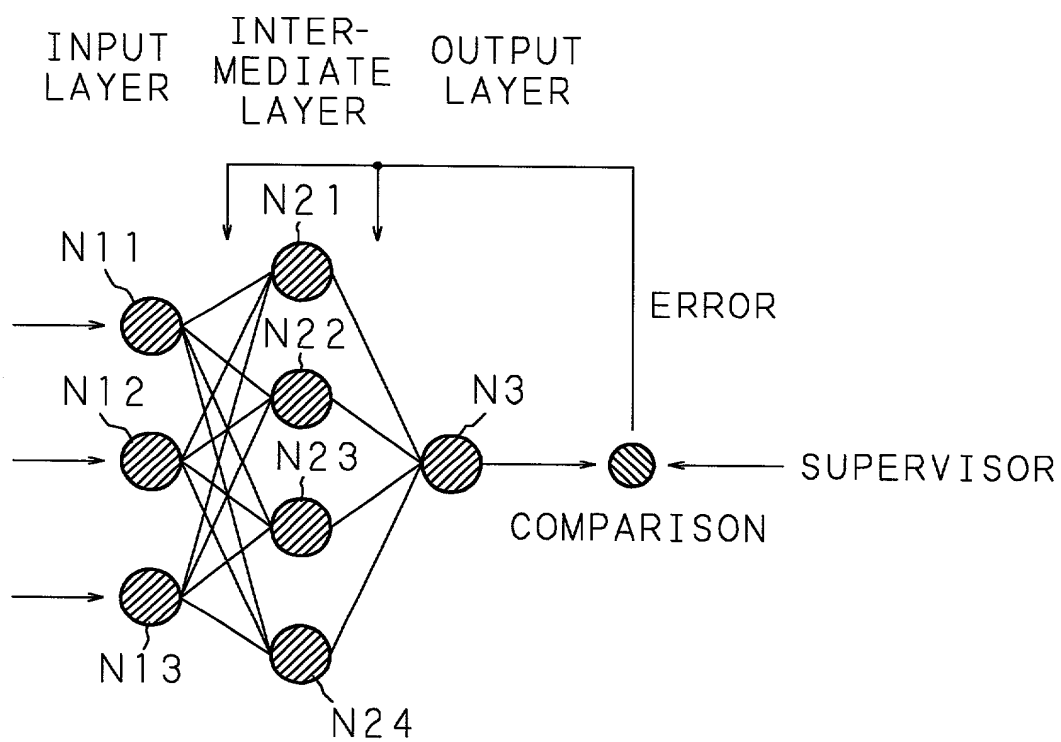


FIG. 3

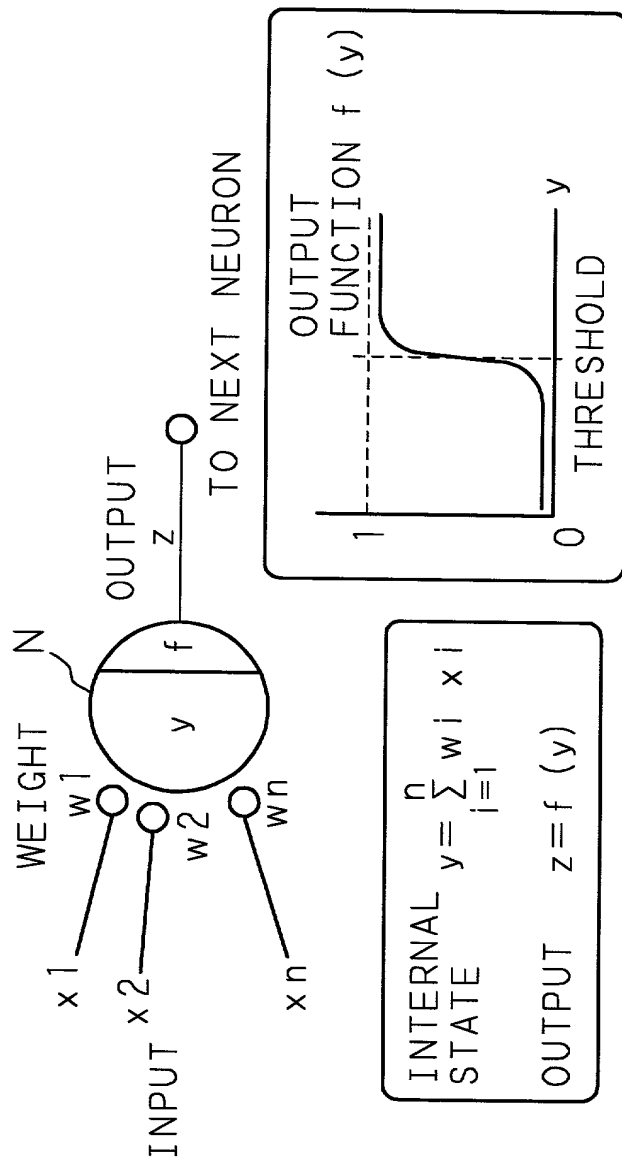


FIG. 4

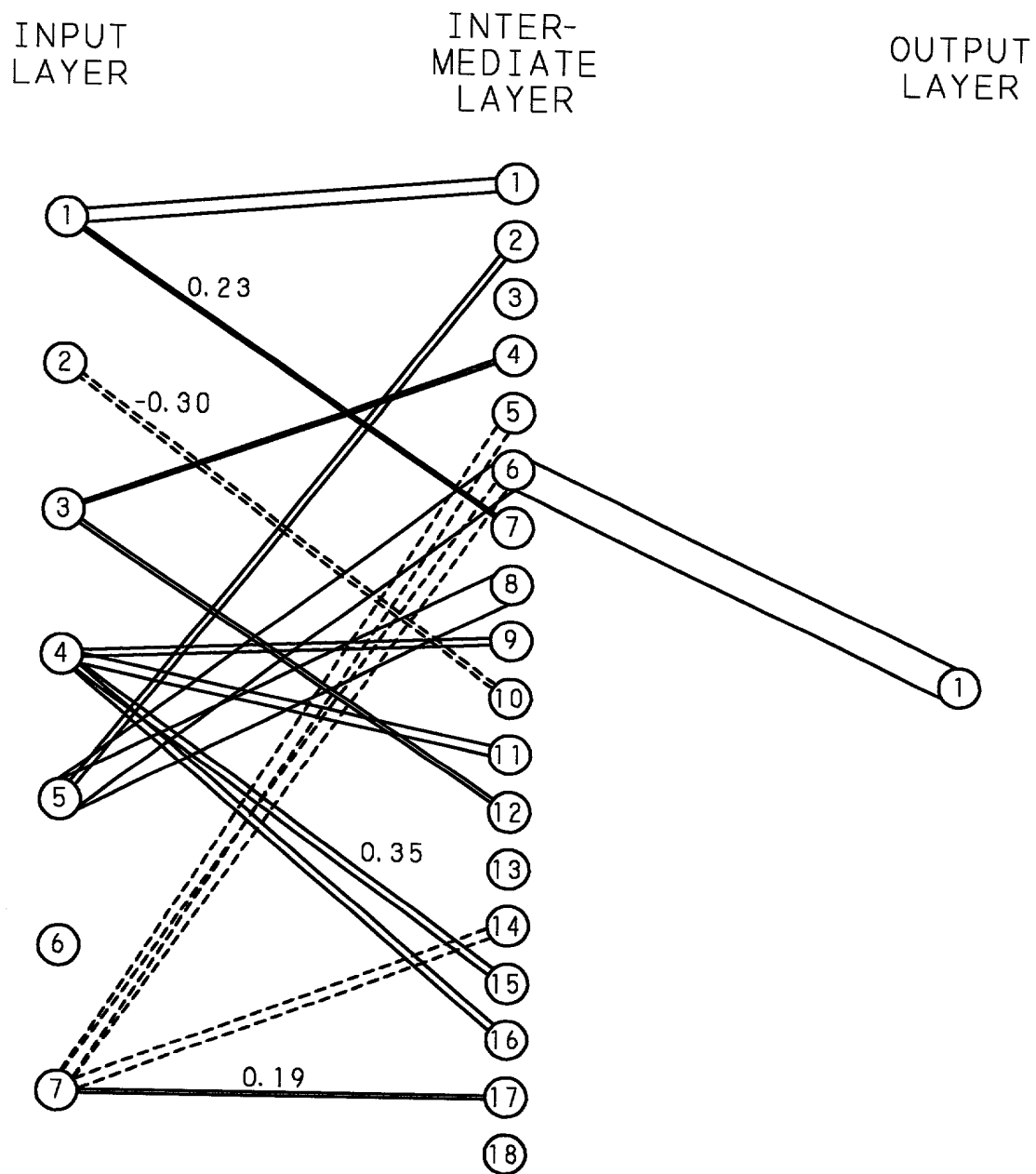


FIG. 5

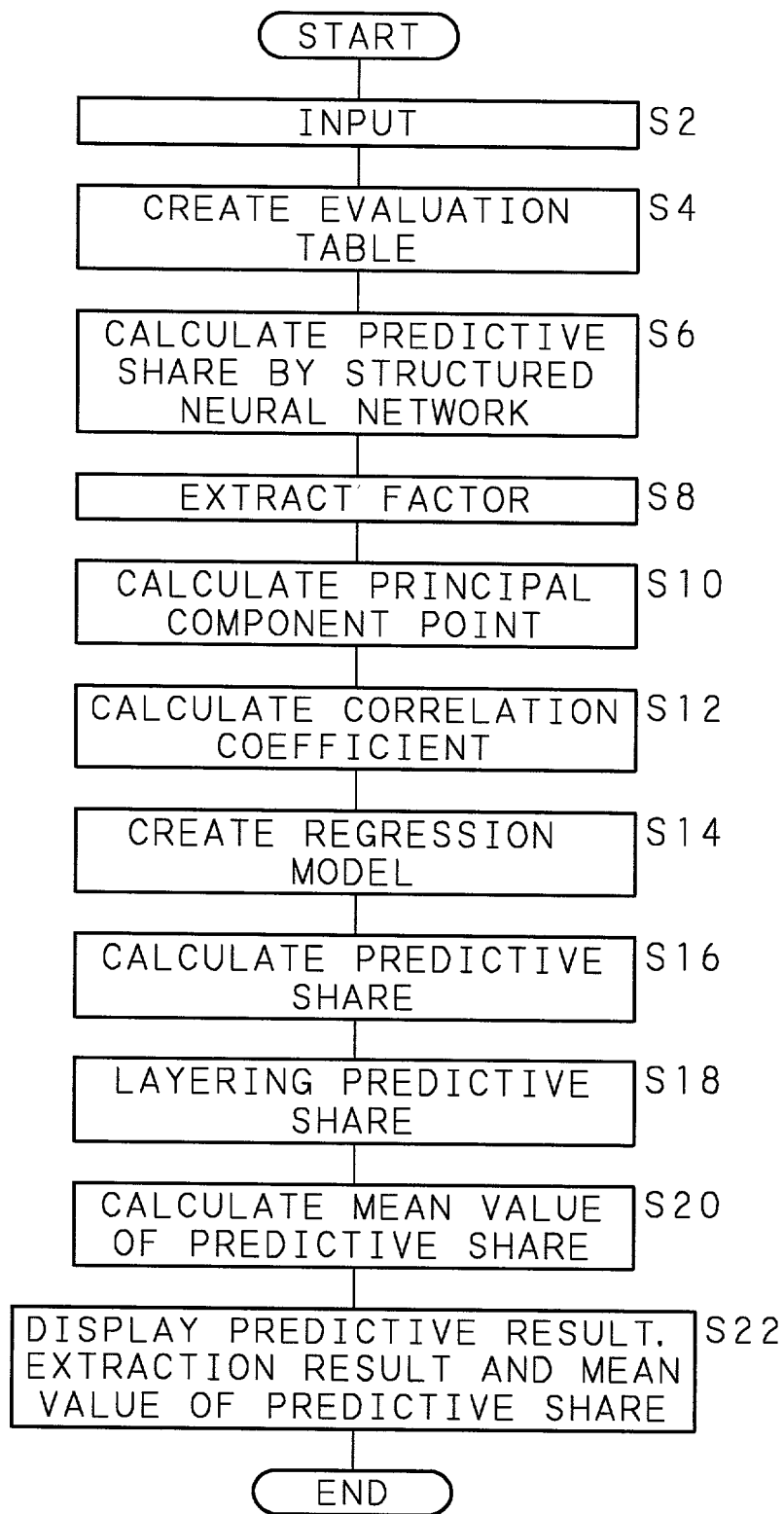


FIG. 6

F001			F002			F003		
	LAUNCH TIME	INTER-MEDIATE TIME	END TIME	LAUNCH TIME	INTER-MEDIATE TIME	END TIME	LAUNCH TIME	INTER-MEDIATE TIME
SALES CHANNEL	2	2	2	2	2	2	2	3
FUNCTION	3	3	3	2	2	2	4	4
DESIGN·COLOR	5	5	5	3	3	3	2	2
PRICE	5	5	5	7	7	7	5	6
QUALITY	4	4	4	8	8	8	5	5
BRAND POWER	1	1	1	1	1	1	1	1
SEASON	5	5	5	5	5	5	9	9
SHARE	10.0%	8.0%	8.0%	4.0%	4.0%	4.0%	12.0%	8.0%

F004			F005			NEW PRODUCT		
	LAUNCH TIME	INTER-MEDIATE TIME	END TIME	LAUNCH TIME	INTER-MEDIATE TIME	END TIME	LAUNCH TIME	INTER-MEDIATE TIME
3	3	3	3	3	3	3	3	
4	4	4	4	6	6	6	7	
4	4	4	4	6	6	6	7	
6	6	7	7	5	6	6	6	
9	9	9	9	3	4	5	6	
1	1	1	1	1	1	1	1	
5	5	5	5	10	10	10	8	
4.0%	4.0%	4.0%	3.0%	10.0%	10.0%	8.0%		

FIG. 7

EVALUATOR	Mr. A				Mr. B		Mr. C	
	SHARE	Mr. A	EVALUATION CHARACTER-ISTICS 1	EVALUATION CHARACTER-ISTICS 2	EVALUATION CHARACTER-ISTICS 3			
KNOWN	OBJECT 1		3	4	7						
	OBJECT 2		5	3	4						
	OBJECT 3		7	4	5						
	OBJECT 4		6	4	6						
	OBJECT 5		8	6	8						
	OBJECT 6		8	5	5						
						
UNKNOWN						
	OBJECT n		3	7	4						
	OBJECT X		5	3	7						

FIG. 8

F001

	CHANNEL	FUNCTION	DESIGN	PRICE	QUALITY	BRAND	PRINCIPAL COMPONENT POINT
Mr.A							A-F001
Mr.B							B-F001
.							
.							
Mr.Z							Z-F001

F002

	CHANNEL	FUNCTION	DESIGN	PRICE	QUALITY	BRAND	PRINCIPAL COMPONENT POINT
Mr.A							A-F002
Mr.B							B-F002
.							
.							
Mr.Z							Z-F002

NEW PRODUCT

	CHANNEL	FUNCTION	DESIGN	PRICE	QUALITY	BRAND	PRINCIPAL COMPONENT POINT
Mr.A							A-NEW PRODUCT
Mr.B							B-NEW PRODUCT
.							
.							
Mr.Z							Z-NEW PRODUCT

FIG. 9

	TYPE	SHARE	PRINCIPAL COMPONENT POINT	CORRELATION COEFFICIENT
Mr.A	F001	10	A-F001	0. 4875
	F002	13	A-F002	
	F003	10	A-F003	
	F004	4	A-F004	
	F005	3. 5	A-F005	

	TYPE	SHARE	PRINCIPAL COMPONENT POINT	CORRELATION COEFFICIENT
Mr.B	F001	10	B-F001	0. 6049
	F002	13	B-F002	
	F003	10	B-F003	
	F004	4	B-F004	
	F005	3. 5	B-F005	

⋮

	TYPE	SHARE	PRINCIPAL COMPONENT POINT	CORRELATION COEFFICIENT
Mr.Z	F001	10	Z-F001	0. 8171
	F002	13	Z-F002	
	F003	10	Z-F003	
	F004	4	Z-F004	
	F005	3. 5	Z-F005	

FIG. 9

FIG. 10

	TYPE	SHARE	PRINCIPAL COMPONENT POINT	CORRELATION COEFFICIENT
Mr. A	F001	10	A-F001	0. 4875
	F002	13	A-F002	
	F003	10	A-F003	
	F004	4	A-F004	
	F005	3. 5	A-F005	
	NEW PRODUCT	?	A-NEW PRODUCT	

	TYPE	SHARE	PRINCIPAL COMPONENT POINT	CORRELATION COEFFICIENT
Mr. B	F001	10	B-F001	0. 6049
	F002	13	B-F002	
	F003	10	B-F003	
	F004	4	B-F004	
	F005	3. 5	B-F005	
	NEW PRODUCT	?	B-NEW PRODUCT	

⋮

	TYPE	SHARE	PRINCIPAL COMPONENT POINT	CORRELATION COEFFICIENT
Mr. Z	F001	10	Z-F001	0. 8171
	F002	13	Z-F002	
	F003	10	Z-F003	
	F004	4	Z-F004	
	F005	3. 5	Z-F005	
	NEW PRODUCT	?	Z-NEW PRODUCT	

FIG. 11

CORRELATION COEFFICIENT (EQUAL OR MORE THAN)	NUMBER OF EVALUATORS	CONFIDENCE INTERVAL Lower 95%	AVERAGE VALUE	CONFIDENCE INTERVAL Upper 95%
0. 60	13	8.99	10.23	11.47
0. 65	7	8.79	10.49	12.19
0. 70	5	7.93	10.03	12.12
0. 75	4	9.77	10.98	12.19
0. 80	3	11.49	11.60	11.70